

February Continuing Education Seminar 2017

Date: 15 February 2017

Time: 8.30am to 5.30pm
Registration starts at 7.30 am, close at 8.30am

Venue: Mandarin Orchard, Grand Mandarin Ballroom
(Level 6 Main Tower)
333 Orchard Road, Singapore 238867

SOA Members: \$120

Non-Member: \$240 (Non- refundable)

*No CE credits will be awarded to latecomers.

*Limited seats. Priority will be given SOA members first if response is overwhelmed.

*Delegates invited by Johnson & Johnson will have conference fee waived. Please speak to your sales representative.

CE credits to be awarded: 8

Program – TVCI™ Contact Lens Education Symposium “A Visionary View for the future of Optometry”

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| 7.30am | Registration |
| 8.30am-8.45am | Ms. Vienne Leung and Ms. Juanne Lee - Welcome & introduction |
| 8.45am-9.30am | Dr. Margaret Lam – Being a visionary leader in the competitive optometric landscape |
| 9.30am-10.30am | Ms. Ruth Chen - Primary eye care |
| 10.30am-10.45am | Tea break |
| 10.45am-11.30am | Dr. Khairidzan Mohd Kamal - Dry Eye; Managing and caring for different dry eye syndromes |
| 11.30am-12.15pm | Dr. Priya Sen - UV and its effect on the Facial Features |
| 12.15pm-1.00pm | Lunch |

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| 1.00pm to 3.00pm | <u>Stream 1 (Optometrists Stream – limited seats available)</u> 1) Diagnostic Instrumentation Workshop (60min) – Mr. Brian Chung 2) Presbyopia Multifocal workshop (60min) –Dr. Margaret Lam <u>Stream 2</u> 1) Roundtable discussion and UV demonstration (75 mins) Dr. Khairidzan 2) Retail in Detail: Practice case studies (45 mins) – Ms. Chua Yee Leen |
| 3.00pm-3.15pm | Tea break |
| 3.15pm-4.00pm | Dr. Margaret Lam – How to combat against online and bring customers back to your practice |
| 4.00pm-4.45pm | Dr. David Hornfield - Diagnostic drugs and caring for our patient’s eyes for a lifetime |
| 4.45pm-5.30pm | Ms. Vienne Leung and Patient sharing - My eyes, my experience and my vision for the future |

Title: A Visionary View for the Future of Optometry

Synopsis

You are cordially invited to the first joint Symposium between the Singapore Optometric Association and The Vision Care Institute™. In the competitive world of optometry, it is a visionary view for optometrists to unite in our passion to continue delivering professional patient care to all of our patients. In doing so, we can create value in our optometric skills and advice that cannot be replaced by online sales or cheaper alternatives.

Singaporean consumers and patients are very discerning, and look to their optometrists for the newest innovations and knowledge, to receive the best eye care experience possible.

At this symposium we invite you to join us in hearing industry leaders share their experience and initiatives to help build your clinical expertise and practice.

Dr. Margaret Lam

Margaret Lam graduated from the University of New South Wales in 2001 with the Neville Fulthorpe Award for Clinical Excellence. She started the **eyecare** company in 2005, a small group of optometry practices that focus on professional eye care across locations in greater Sydney and Sydney CBD. She practices full scope optometry, but with a passionate interest in all aspects of specialty contact lenses, retail aspects of optometry and successful patient communication.

She enjoys her work mentoring optometry students in optometric practice and specialty contact lens fitting. Margaret is also an Adjunct Senior Lecturer that teaches part of the Undergraduate degree for Optometry and the Postgraduate Master degree in Advanced Contact Lenses for the University of New South Wales.

She currently serves as the State President of the Cornea and Contact Lens Society of Australia for NSW, the Optometry Board of Councillors in Optometry Australia for NSW/ACT division, and is also an extensive educator and speaker nationally and internationally on topics spanning business building, retail aspects of optometry, contact lenses, specialty contact lenses, and patient communication.

Ms. Ruth Chen Zhuling

Ms Ruth Chen graduated with Master of Optometry from Salus University. Her clinical experience post graduation had been greatly enriched by 3 different professional setting: government hospital eye clinic, private eye clinics and private optical retail practice. She is currently in private practice and her primary interests includes myopia control with Orthokeratology, specialty contact lens fitting and providing quality primary eye care to the community.

Dr. Khairidzan Mohd Kamal

Dr. Khairidzan is currently Associate Professor and Head of the Department of Ophthalmology in the Faculty of Medicine, International Islamic University Malaysia (IIUM). He is also the present Director of Cornea, External Disease and Refractive Surgery Services at IIUM Eye Specialist Clinic, Kuantan. Dr. Khairidzan received his MBBS from the University of Queensland in 1997, and obtained the Masters of Surgery (Ophthalmology) from the National University of Malaysia (UKM) in 2004. Dr. Khairidzan spent a year as an Adjunct Clinical Instructor and International Fellow in Cornea, External Disease and Refractive Surgery at the UCLA in 2008. Dr. Khairidzan has published a number of articles in scientific journals and made over 300 other scientific presentations. In addition to receiving 7 awards from the IIUM for quality research, he also won the Best Poster award at the Malaysia Singapore Ophthalmology Joint Meeting in 2009. He contributes his expertise on the Malaysia Dry Eye Advisory Board and directly supervised a number of PhD and Masters candidates in the external disease and refractive surgery research works.

Dr. Priya Sen

Dr. Priya Sen is a dermatologist, specializing in the area of skin and laser surgery. She is a trainer for the Dermatological Society of Singapore courses on Injectable fillers, Botox and Laser Hair Removal. She was the previous Head of the Department of STI Control when she was working at the National Skin Centre and remains a Visiting Consultant to NSC. She is currently the Director of Dr. Priya Sen Skin and Laser Centre, Singapore and a visiting Consultant National Skin Centre, Singapore. She is also a member of the SMC Aesthetics Advisory Taskforce, course Instructor for Dermatological Society of Singapore Injectable Filler, Botox and Laser Hair Removal Courses and a member of the Asian Advisory Board for Dysport and Injectable Fillers.

Dr. David Hornfield

Dr. Hornfield graduated from the prestigious University of Waterloo's School of Optometry, in 1974. He has a strong interest in the therapeutic drugs treatment of ocular diseases and pursued this interest into the Therapeutic Pharmaceutical Agents (T.P.A's) program at the Pennsylvania College of Optometry (Philadelphia, Penn., U.S.A.) in 1998, expanding to treatment of eye diseases under mentorship even before the start of any legislation in Dr. Hornfield's jurisdiction.

Currently working alongside, Atty. Dr. Charlie Ho as a consultant with The Vision Science Institute of the Philippines. Dr. Hornfield's lectures are related to understanding Glaucoma, Visual Fields and Treatments; diagnostic pharmaceutical agents (D.P.A's) and T.P.A.'s in their use in the Optometric Exam and the Treatment of External Eye Diseases ;the O.C.T. and Glaucoma; Pediatric Eye Examinations and other Clinical Optometry Subjects. He has worked with Optometry Students in the Philippines, teaching all aspects of Clinical Optometry. He is currently a consultant to Eye Society Inc. and Vision Express Philippines as their Manager of Professional Relations which deals with organizing educational clinical training to their employees in all aspects of Eye-Vision Care.

Ms. Chua Yee Leen

Ms. Chua Yee Leen graduated from Pennsylvania College of Optometry at Salus University, with a Master degree in Clinical Optometry. With her years of primary eye care private practice experience, her interests include educating the public on the importance of primary eye care. Ms. Chua is currently Clinical Director and Principal Optometrist at First Eyewear Centre and also an associate lecturer in Ngee Ann Polytechnic.

Mr. Chung Chun Pong, Brian-BSc Optom

Mr. Brian graduated from the University of Manchester before practicing optometry in Singapore. He is currently a councillor of the Singapore Optometric Association and a member of the International Academy of Orthokeratology, and the American Academy of Orthokeratology and Myopia Control. Brian is also actively involved in the optometric community to improve the standard of optometry in Singapore and to provide better eye care for the public. His special interest is in children myopia control and getting quick and affordable eye care for the public.

Ms. Vienne Leung

Vienne Leung graduated with a Bachelor of Optometry with Honours from the University of New South Wales, Australia. Prior to joining Johnson and Johnson as a professional affairs manager, she consulted in private practices specializing in contact lenses and orthokeratology. She has volunteered extensively in rural Australia providing vision screening services to Aboriginal communities. In 2011, 2012 and 2013, she worked abroad as part of the Cambodia Vision team, consulting in the field and providing pre-screening and post-operative management care to cataract patients. She is a member of the Young Optometrists group in NSW, the Optometrists' Association of Australia and the [Cornea & Contact Lens Society of Australia](#). She has a keen interest in the contact lens field, and is especially passionate about sharing the role of optometrists to deliver healthy vision to everyone, everywhere, every day.

Please register by email to Claudia at singaporeoptometricassociation@gmail.com with your details as below:

- J&L sales rep (if any)
- OOB number
- Full name as printed on OOB card
- Company name
- Contact number
- Any special dietary requirement
- RSVP 1 day or half day (AM or PM)
- RSVP for workshop stream 1 or 2

PAYMENT

Cheque payable to: [Singapore Optometric Association](#)

Mailing address: [Blk 17B Circuit Road #09-218 Singapore 372017](#)

Registration start date: **20th Jan 2017**

Closing date: **3rd Feb 2017**

Please write your OOB registered name and number at the back of the cheque. Registration only guarantee if fee is fully paid.

An email acknowledgement will be sent to you when we receive the cheque.

Any other enquiries, please email to: singaporeoptometricassociation@gmail.com.sg

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